



Creating a world without heart disease one community at a time

FARMERS MARKET PROMOTION PROGRAM

The Farmers Market Promotion Program In New Ulm, Minn., (population 13,500) was funded in 2012-13 by a USDA grant and aimed to expand the promotion of local produce along with community resources.

FOR FARMERS

Presentations and networking events helped educate farmers on how to improve and expand their farming techniques.



FOR THE COMMUNITY

Along with media messages and educational materials, experiential learning and skills training helped facilitate behavior change.



12 Cooking Demonstrations at the farmers markets



6 Cooking Classes with a chef at a local restaurant/cooking school



90+ Worksites received information on the program

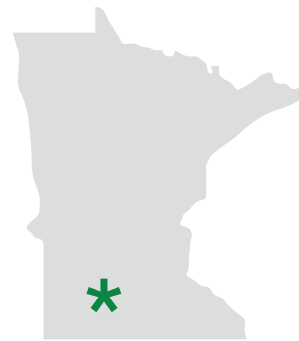
WHY WE DID IT

#1 HEART DISEASE



CAUSE OF DEATH WORLDWIDE

fruits and vegetables lower the chances of developing **HEART DISEASE**

***NEW ULM, MINN**
ONLY 14% of market visitors ate 5 or more fruits and vegetables/day

RESULTS


100%



97%



MARKET VISITORS INTENDING TO RETURN



4,700 VISITS DURING 2013



>21,000 POUNDS fruits and vegetables sold



NEW FOOD CO-OP OPENED



One farm sold out of Community Supported Agriculture shares



Farmers Markets often closed early because produce sold out

SATISFACTION AMONG PARTICIPATING FARMERS



HEARTSBEATBACK
TO LEARN MORE, VISIT WWW.HEARTSBEATBACK.ORG

Our population health experts can provide you with real-world technical assistance through consultation, strategy development, program development guidance, evaluation and presentations.